

## 7 “Psychological Triggers” That Cause Clients To Bond With You, Actively Refer Your Services, Spread Your Word Of Mouth, And Do Business With You Time And Time Again...

By Alex Camelio

**D**id you know there are secret “hot buttons” that practically force people to consistently refer clients, share your word of mouth, and bond with you so tightly, they become income-producing advocates for your business...for life?

It’s true. Over the past 40+ years, numerous real-world marketing studies have been performed to identify a number of “Psychological Triggers” that influence people in your favor. Very few people know about them or understand their power to produce real-world results, especially real estate professionals.

Today I’m going to share with you seven of these unique Triggers you can start using immediately to create more clients, more referrals, more repeats and word-of-mouth for your business. In fact, once you learn and use them, attracting a steady stream of clients will become infinitely easier, faster...and a whole lot more fun.

So let’s move on to the first “Psychological Trigger”...

### Psychological Trigger #1: Obligation and Reciprocation

Have you ever heard of the saying “*I’ll scratch your back; you scratch mine*”? Or have you ever had someone hold a door for you...or allow you to pull out into traffic in front of them...or do something of value or nice for you?

And when they did that, didn’t you feel like doing a favor *for them* because of their nice gesture?

Well, you’ve just experienced what I call “Obligation and Reciprocation.” See, there’s something interesting going on here that can radically-improve your business. **Modern day culture has “programmed” us all to give back the kind of treatment we receive. We’re almost psychologically forced to behave this way.**

Obligation and reciprocation occurs any time someone feels they have received something of VALUE from you. And, interestingly, that “value” doesn’t have to be a dollar value.

It could be helpful information you share. It could be a funny joke (notice how any time a joke is shared others feel compelled to share a joke too? It’s that “Obligation and Reciprocation” thing again.).

Or it could even be a pleasant compliment you pay to someone...

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Think about all the opportunities you have in your practice to give something of *value* to your prospects and clients (like giving a gift of value at the *beginning* of your client relationship) – and when you communicate to them HOW they can reciprocate, that’s exactly what they’ll do.

## Psychological Trigger #2: Recognition and Appreciation

Have you ever noticed that most people are “Recognition and Appreciation” STARVED?

We’re all so busy and involved with our own personal lives, we hardly ever take the time to recognize and appreciate those around us. When was the last time your boss really recognized you? When was the last time your spouse said, “*I’m so lucky to have you in my life*”? When was the last time anyone even acknowledged you exist on this earth?

Napoleon Bonaparte once said, “*My life changed the day I realized that a man will die for a blue ribbon.*” He realized the “influence power” of recognizing people. He realized that people love to see their name in print. Everyone wants to be seen as special.

Recognizing and appreciating your prospects and clients on a regular basis is like sending out an emotional tractor beam that pulls them in, and bonds them to you for life. Think of all the ways you can recognize your clients and share your appreciation for them. Then watch your referral business and “market share” multiply!

## Psychological Trigger #3: A “Belonging” Experience

Have you noticed that, since the invention of the cell phone, computers and the internet, it just seems that the “personal” nature of our relationships is losing ground fast? And have you also noticed that most agents think that a snooty, stuffy professional “attitude” and image is the way to behave in business?

What’s going on here? Well, I’ll tell you. Most people have become so impersonal in business, we’re like a bunch of robots running out of control banging into each other.

And if you want to get the “edge” in your business you must realize one important point: **People prefer to do business with other “people,” not pompous “drones.” The truth is, as humans we are all silently seeking out more personal interaction with other humans.**

And did you know that people will say “yes” to your request (like a close) to the degree that they know and like you – and better still, when they believe YOU know and like THEM?

So where am I going with all this? Simply this: Drop the snooty attitude. Drop the “hyper-professional image” (I know that’ll be a tough one for many – but the right thing). Get down on the carpet with Ma, Pa and the kids and don’t be afraid to be human.

I personally know more than 50 agents who produce \$25 million and above (some over \$50 million), and there’s one trait I’ve noticed in *all* of them: They are authentic, down-to-earth people. No posturing. No ostentation. No fluff. What you see is what you get. Period.

Give people a “Back Stage Pass” to your business. Create a special “Inner Circle” of your clients & friends (your Power List) and treat them special. Then watch them flock to you like hungry seagulls, stick like superglue, and refer all their friends and acquaintances.

## Psychological Trigger #4: Positioning And Reinforcement

Out of one breath I'm telling you to be personal. Now I'm going to tell you to be professional. Have I committed a blatant contradiction?

Absolutely not. See, most agents confuse professionalism with being snooty and distant. They think if they act superior people will think they're professional. But never confuse the two.

By Positioning and Reinforcement I'm saying that people will be most persuaded when they see you as having knowledge, credibility or experience in a specific topic. Most importantly, you can be as personal as "Aunt Harriet," yet still be viewed as an expert.

**Positioning and Reinforcement is basically the answer to the question: What do the right people think when they think of YOU?** Do they see you as highly competent and experienced? Do they see you as the only choice because of your real estate knowledge? And are you as approachable as a loving Grandmother is to a Grandchild?

Secret Element #3 has everything to do with your "bedside manner." But Secret Element #4 has everything to do with your competence. Do you see the difference? Great.

One final thought on this Trigger: Everything people know about your competence...all their perceptions about your professionalism, your knowledge, your experience...is controlled by YOU. You can author consumer articles. You can do interviews. You can use testimonials. You can educate your Power List on how to perceive you. All of these help to "Position and Reinforce" the way you want people to distinguish you from other agents.

## Psychological Trigger #5: Viral Communication

At first glance you might think I've fallen head-long into psychobabble. But let me quickly explain. Viral Communication has to do with HOW you communicate to others about your services. And it follows up perfectly with Positioning and Reinforcement.

"Viral Communication" is simply this: How WELL does all of your marketing, your image and your sales message get SHARED from person to person *automatically*. Why is this so important to your business? Because client acquisition is very expensive in any business – especially real estate. When you use specific strategies to spread your message automatically, you're leveraging your ability to get clients (referrals, word of mouth & repeat business).

**Here's the psychology behind it:** When people see something interesting, entertaining or important they will naturally share it with peers and acquaintances – the same way we all pass along funny jokes or editorials we receive by email. It's the same way jokes, stories and information get posted on company bulletin boards or home refrigerators, or shared in a meeting.

It's part of our nature as humans to do this, because it projects our desired image of ourselves to our peers. And here's the best part: The more time someone spends reading or sharing your message, the more likely they'll act on it. And that's good news for you.

How can this help you in real estate? Simple. Most agent marketing is boring beyond belief. No compelling information. No client-specific sales message. No offer. No reason to act.

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Instead of sending out glossy brochures or mailers about YOU – send your friends, family, past clients, prospects and acquaintances compelling *education, news, and information*. With helpful, trusted resources. With reliable content and stories THAT GET SHARED.

Think of the ways you can change your marketing to be compelling. To be interesting. To be inspiring. To get read and shared, and compel people to ACT in your direction before they even think of other agents. Add something compelling and involving to your marketing and watch your word of mouth (and volume) take-off.

### Psychological Trigger #6: Motivation

You can be the best agent in America. You can have all your designations... know everything about the technical aspects of real estate... and provide the best services offered anywhere. But you will starve in this business (or any business) if you don't learn the "psychology" that MOTIVATES people to act in your behalf.

Most agent marketing is completely void of any meaningful reasons why a prospect should work with them. The fact is, people are silently begging to be led. Yet this seems to allude most agents.

The truth is...we, as humans, are lazy creatures. Even when we see something that is clearly in our best interests, we procrastinate decisions. We also naturally distrust salespeople. So our inherent "defense" nature is to pull-back and wait. And no action means no production.

What does all this have to do with real estate? **Well, the fact is, no one will ever respond to your marketing...or decide to do business with you...without an irresistible, trusted, self-serving REASON for doing so.**

The ONE element that differentiates direct response style marketing from wasteful "image" marketing is simply an OFFER – that *compelling* reason for calling. When you change your marketing from "push" marketing (cold prospecting) to "pull" marketing (lead attraction), you almost instantly earn more money. Why? Because "pull" marketing allows you to generate your clients with less time and less money. And that means greater volume of sales and profits.

Use this little "Trigger" the next time you're promoting your services, and watch your response rates (and production) multiply.

### Psychological Trigger #7: Scarcity

It's true with diamonds. It's true with collectable art. And it's true with the last homes sold in a popular subdivision. What am I talking about? I'm talking about possibly the most important psychological element: Scarcity.

The element of scarcity is this: **People will seize desired opportunities that are rare or dwindling in availability.** You've probably seen the feeding frenzy that occurs in a home bidding war. Normally rational humans become irrational with desire. Things seem to take on an increased value automatically when, all of a sudden, their availability is threatened. The overall value of the item is instantly increased.

So how does scarcity help you produce more sales in real estate?

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First, when you're able to promote the scarcity either for your listings or yourself, you immediately increase the perceived value to prospects and clients. Second, when you use scarcity in your marketing, you increase the URGENCY and motivation for people to ACT NOW.

And third, when you increase the scarcity in your marketing, you dramatically and positively affect the return on investment of your marketing dollar (and your profitability).

## **Do You Know What ALL 7 of These “Psychological Triggers” Have In Common?**

ALL of these triggers are “Scientifically Engineered” into a Personal Marketing Tool for REALTORS® called, Service For Life!®.

### **What is Service For Life!®?**

Service For Life!® is the world's first and only **Print, Email & Social Media** “direct-response newsletter” I write for you to send to your clients, leads, geo farms, friends, family and acquaintances. But this is no mere “newsletter”. It's an automatic follow-up tool proven to grow your client volume, multiply referrals and repeats, stabilize your production, and convert leads into new clients automatically (instead of letting them fall by the wayside costing you *tens-of-thousands* of dollars in lost commissions).

Service For Life!® was built with the 7 “Psychological Triggers,” plus I've added compelling “**How-To**” *Articles* for the highest readership, **Involvement Devices** to grab & keep attention, proven *Referral Programming*, and more than **14 Direct Response Offers** designed to get qualified prospects and clients to CALL YOU FIRST for real estate services...in many cases before other agents even know they exist.

The best part is, I create it ALL for you. And each month you Print and Mail it, or send it by Email using our proprietary list server, or by posting it on Social Media sites like Facebook®...**and in 20-minutes or less per month follow-up with everyone in your Sphere.**

Plus I'll show you 10 ways to use it, many costing you \$0.00.

Using Service For Life!® is like having a 500-person sales force of raving advocates promoting your business and attracting qualified, ready-to-act clients every single month. It's the missing link that finally gets you the production breakthroughs, control and freedom you've always wanted from your real estate business.

**Why should Service For Life!® be a crucial part of your business?** Check out these statistics from the National Association of REALTORS® and other credible studies...

- ◆ Only 23% of prospects actually buy (or sell) a home within 45 days of meeting an agent. 64% buy within the next 6 months (and 13% don't buy at all). This means you're losing 64% of your leads if you don't have a reliable, welcomed, long-term contact system working to automatically convert leads to clients...
- ◆ According to The National Association of REALTORS® Profile of Buyers and Sellers...

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73% of all real estate transactions result from either 1) a referral, 2) word of mouth, or 3) repeat business. Yet only 4% of all REALTORS have an effective long-term contact system in place to cultivate these sources of business...which means those 4% enjoy 73% of all the business in any market – while the remaining 96% wrestle over their “scraps” of business. Bluntly: which group are YOU in?

- ◆ 77% of clients surveyed revealed they would use their agent again in another transaction...but only 11% actually do! Why? Because the agent failed to build the right kind of relationship. No long-term contact program to nurture the relationship, bring on-going value and be the “captive agent” for referrals, word of mouth and repeat business...
- ◆ An educated client is 8 to 10 times MORE VALUABLE than an uneducated client. What have you done lately to educate your clients each month and reap windfall profits?

The facts are abundant and overwhelming. And they all point to ONE result...

**RELATIONSHIPS Are Essential To Your Success In Real Estate,  
Yet Only ONE Marketing Tool Has Been PROVEN To  
Bond Leads & Clients To You Like Family For A  
Predictable Flow Of New Business Each Year...**

Using the Service For Life!<sup>®</sup> system will help you...

- Start working with the **Highest Quality Clients**. We both know Relationship-driven and Referred clients are the very best clients. They’re more loyal. They’re more fun to work with. They’re easier to close. And they refer other clients just like themselves...
- **Maximize the Lifetime Value** of your clients...turn one transaction into 2, 3, 4 or more commissions over the course of your relationship with no extra effort – business you would never have seen otherwise...
- Build an **Impenetrable Market Share** and help you generate clients before other agents know they exist...
- **Recession-proof** your business. No longer will you be a victim of business downturns and interest rate hick-ups, because you’ll own a solid market share that keeps producing for you even in a tough real estate economy...
- **Simplify** the way you generate clients without having to re-invent your business...
- **Steady The “Commission” Ship**. Get off the real estate production roller coaster. Finally create a stable, predictable production...
- **Maximize your NET profits** in real estate by minimizing your marketing and client-generation expenses...
- **Eliminate “Cold” Prospecting**. Stop spending valuable time facing the awkward and frustrating “low results” process of *looking* for clients...
- **Stack the deck** in your favor. Start working with the most profitable 73% of the market and let other agents scramble over your scraps...
- **Produce Service For Life!<sup>®</sup> for FREE** via Email, Social Media, and using special sponsorship techniques I’ll give you as part of your membership...
- **It’s EASY as child’s play**, because it’s 95% DONE FOR YOU – you practice real estate; I’ll become your personal (and professional) marketing department...

Best of all...you don’t need to know or care how it all works because I’VE DONE IT ALL FOR YOU. Each month, you login to our Members-Only website, save your new template



and you're ready to take it to print and mail (or use our special group printer and letter shop – they'll do any part or every part of the process for you at our collective wholesale prices).

Print 10 or 10,000 – you pay nothing extra for your newsletter content delivered on your doorstep, ready to go to work for you (we even have a “1-minute” version you'll love). Or, use the “Email” or “Social Media” version to send it online in minutes spending \$0.00.

### **But There's A Small “Catch”...**

Actually there are TWO small items. First, your newsletter must be sent every month – without exception. We've conducted extensive testing on this subject, and monthly contact produces more than 5 times the results than every other month or quarterly – a huge return on investment. Use it monthly, nothing more – nothing less, and you'll be amazed at the positive comments, referrals, word of mouth and repeat business you'll be getting.

Second, many assigned areas are filling up. Although I cannot “guarantee” area protection, we are limiting the number of agents using it in any one area. Right now we have dozens of REALTORS® on a waiting list because their area was taken by an agent ahead of them. To get enrolled into Service For Life!® you must act NOW (yes, this is an example of “scarcity,” but it's very, very real!).

### **A Very Special Offer...**

And because I appreciate the initiative you've taken to read this report, I'm going to waive the normal cost of \$97 per month AND enroll you into our *Preferred Agent Club* where you'll receive a fresh new Service For Life!® issue with pre-written cover letter for just \$87 per month (or \$67 per month if you invest for a year in advance – that's 31% OFF the regular rate). This way you'll never go a single month without an automatic prospecting and referral system working to build your practice to new heights. But you need to act NOW.

Here's how to sign up: Just give my office a Call at (800) 622-2540 and mention NEW87, OR visit [www.ServiceForLife.com/download-offer](http://www.ServiceForLife.com/download-offer) to get a special discount for reading this valuable report.

### **The Only Way You Lose is to Do NOTHING...**

Let's face the facts. If you don't take positive action to finally harvest your just share of referrals, word of mouth and repeat business...and build a predictable, steady income in real estate while working with the very best clients...NOTHING WILL HAPPEN.

The only way to lose is by turning your back right now on this amazing tool and strategy. Three months from now, you can still be “thinking about it” OR you could own your personal market share that finally brings you a lasting income in real estate.

Visit the website above or call today, I'm confident you'll be thrilled you did.

Best wishes for your success,



Alex Camelio, CEO, Agent Inner Circle, Inc.  
Publishers of Service For Life!®

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Learn more on the next page →

# Here's \$2195.80 Worth of Marketing Tools and BONUSES, a 31% Issue Discount, And a 100% RISK-FREE GUARANTEE When You Join Our Service For Life!<sup>®</sup> Agent Family...

*Service For Life!<sup>®</sup> can be Mailed, Emailed, or posted on Social Media, and comes with the following tools to make this the world's most powerful prospecting and referral-generating system...*

## 1. A New Service For Life!<sup>®</sup> Issue Each Month -- 100% customizable but written for you (Valued at \$97 per month)

- **Send the PRINT version of Service For Life!<sup>®</sup> to your past clients and main referral sources.**

**Each issue is loaded with a proven formula** of timely articles, involvement devices, real estate Q&A, contact teasers, trivia, 14-Response Offers, brain teasers, fast-facts, and more – all designed to get read, build relationship and motivate quality clients to call you and refer your services. **You can create a personalized version of the current issue in 1-minute using our system, or you can download the fully-customizable issue on the Member's Only Website** to personalize. I'll include a pre-written cover letter and insert templates you can personalize, so it only takes you about 20-minutes a month to prepare your issue to be printed and mailed out.

- **Send the EMAIL version of Service For Life!<sup>®</sup> to everyone (including leads) at the same time.**

**We've teamed up with a number of the nation's most powerful email companies** to create a brand new html EMAIL template. You can personalize your email issue in 1-minute, then customize your issue using our graphical editor (no technical skill required), and send your email issue of Service For Life!<sup>®</sup> each month from our system. Now you have an easy + FREE way to stay-contact with friends for referrals & effortlessly convert leads to new clients.

- **Send the SOCIAL version of Service For Life!<sup>®</sup> to friends + fans to generate free viral marketing.**

**Each Email issue you send is hosted as a unique "web page"** – you simply publish and share the newsletter to your personal profile or business page on Facebook<sup>®</sup> (or any social media website). This way, in about 1-minute, your friends and fans have another way to read your issue filled with helpful content, and see direct response offers plus psychological triggers that program them to send you referrals and lock-in repeat business. Now you can be generating new leads with social media without any extra time or effort.

## 2. Marketing Tools To Make Service For Life!<sup>®</sup> A "Complete" Turn-key System

- **Your Own "Marketing Tool Kit" (Valued at \$299.95 – yours FREE).** Your tool kit has everything you need for using Service For Life!<sup>®</sup> successfully, including: Proven Inserts, Sponsorship Tools, and ready-to-use Marketing Tools. We spent over 2 years and 200 hours creating, testing, and tweaking every single promotion and insert you can use with your newsletter marketing system.
- **An "Article Library" To Use With Your Issues.** Access pre-written articles within the Member's Only Site. If you'd like to replace any existing articles within your newsletter, you'll have an ever-growing source of content to simply copy-and-paste into your print or email issues in seconds.

Learn more on the next page →



Additional resources included with the Service For Life!® system...

### 3. Support & Guidance To Make Using The System **QUICK & EASY**

- **Your Special “JUMP-START” Webinar (Critical Information).** In this new member training video I'll share the 5 secrets we discovered for building a six-figure real estate income using your Service For Life!® Direct Response Newsletter System. These winning strategies come from over 12-years of careful testing and will help you start profiting immediately with this system.
- **Your Special User's Guide (Valued at \$39.95 – yours FREE).** “Six Steps For Creating Your Service For Life!® Direct Response Newsletter.” It's a simple step-by-step guide for creating and personalizing your newsletter each month.
- **“How To” Videos For Every Aspect Of Your Personal Marketing System.** The Video Tutorials included on the Member's Only Site will give you a visual tour of how to personalize your issues, send out your newsletter, and more.

### 4. Five FREE BONUSES (worth \$1,815.95)

- **FREE BONUS #1:** THIRTEEN (that's 13!) Special Real Estate Consumer Awareness Reports (Valued at \$197.00 – yours FREE). **Bring you quality leads and position you as a true expert.**
- **FREE BONUS #2:** Your Very Own “*List Building Toolkit*” (Valued at \$29.95 – yours FREE). Build your list of contacts who receive Service For Life!® and grow your production 33% to 400% within 6 to 12 months.
- **FREE BONUS #3:** Our REALTOR® SuperConference Highlight Presentation “*Building Critical Mass In Your Real Estate Practice*” (Valued at \$997 – yours FREE).
- **FREE BONUS #4:** Our CONFIDENTIAL REALTOR® “*Building Critical Mass*” SuperConference ACTION GUIDE including 41 ready-to-use marketing systems. (Valued at \$395 – actually PRICELESS and Yours FREE).
- **FREE BONUS #5:** Our Breakthrough REALTOR® Course “*The Ultimate Real Estate Success Secret™*” (Valued at \$197 – yours FREE). The Most Important Guide You'll Ever Read For Building A Powerful Real Estate Practice.

### **100% RISK-FREE Money-Back GUARANTEE:**

I'm eliminating the risk because I want you to feel comfortable simply *TRYING* the Service For Life!® system. You be the judge and jury. If you decide it's not right for you, just let me know within the first 60 days and I'll refund 100% of your membership investment. AND you can KEEP BONUSES #3 and #4 “Building Critical Mass®” Video Presentation and Action Guide (a \$1,392.00 value) as your gift for simply trying Service For Life!®. Oh...and one more thing: There are **NO LONG-TERM CONTRACTS**. Your membership is on a simple, month-to-month basis.

Applying Is E-A-S-Y. Just use: [ServiceForLife.com/download-offer](http://ServiceForLife.com/download-offer)  
Or mention NEW87 when you call my office at (800) 622-2540 to get your discount rate for reading this report.

## Comments from agents just like you about the Service For Life!<sup>®</sup> marketing system...



**“We’ve been using Service For Life!<sup>®</sup> for years now, and I can say that approximately 50% of our transactions come from it.** We’re in the top 6% of Prudential REALTORS<sup>®</sup> nationally, and this has been a tremendous help to build consistent production numbers. I think the fact that I’m in front of my client base every month is a constant reminder to them that I’m there and willing to help them with their real estate needs. I constantly hear comments like, “We love the articles, keep it up.” It’s been a great program. We like it very much. Thanks.”  
-- Carl M., Castro Valley, CA



**“The results of the newsletter are amazing!** I took 5 listings in the first few months, and 3 of the 5 were directly from the newsletter. My referral business has gone way up. And I also post my email issues on my Facebook page and get people answering the trivia question who are friends of friends. It’s incredibly profitable!” -- Cathy M., Englewood, OH



**“Service For Life!<sup>®</sup> helped me double my income.** I’ve had people call me right off the newsletter. I’ve had 10 listing appointments from this newsletter just this last quarter. They all called me. I come across people around town and they stop me and say, “*hey I get your newsletter and it’s really great.*” I get nothing but positive feedback from the newsletter. It has put thousands of dollars of cash in my pocket. It’s awesome.” -- Michael B., Whittier, CA



**“Your Service For Life!<sup>®</sup> newsletter has literally doubled my referral business!** Clients love to see their name in print, and by using your “client of the month,” I am receiving 3 to 5 referrals each month. What I like most is it’s incredibly easy to use, the topics aren’t all about real estate – so people read them, and it looks like it came from me, not some newsletter factory. Please don’t stop producing the newsletter. I could never do this myself on a consistent basis and my clients love it.” -- Linda F., Orland Park, IL



**“People stop me all the time to tell me they love my Service For Life!<sup>®</sup>.** People just love it. People on my list call me to just write up an offer. They’d already seen Service For Life!<sup>®</sup> they already knew who their REALTOR<sup>®</sup> was going to be. I got one high-priced listing that came in entirely due to sending Service For Life!<sup>®</sup> because I had been contacting her every month. She said that she felt she already knew me, she knew I was the one to sell her house, and we listed her ranch. I continue to produce a steady income because I’ve developed very close relationships with people through Service For Life!<sup>®</sup> – I love it.” -- Lynne C., Bend, OR



**“I’d like to share with you today how the newsletter Service For Life!<sup>®</sup> has impacted my life and my business.** I started using the newsletter my second year in real estate, and the one staple that I have had during my entire real estate career has been this newsletter. It has enabled me to stay in touch with my clients. It has enabled me to have a tool that is a warm friendly touch that is not necessarily 100% real estate related. It gives a lot of fun trivia, and jokes, and information that I think is just awesome. My clients love it, have called me, and referred to me over and over again. I can’t say thank you enough to Service For Life!<sup>®</sup>.” -- Vangie B., Eustis, FL



**“I’ve been in the real estate business over 30 years, and Lord willing and the creeks don’t rise, I’ll be in it for a long time to come.** Before using the Service For Life!<sup>®</sup> newsletter I never kept on contact with my sphere of influence. Now every client gets it. It’s been amazing, the feedback, the positive responses. It’s real, it’s personal, it has something for everyone, it’s literally doubled my business as far as referral. Because of Service For Life!<sup>®</sup> I have a solid business, and this business is going to be what I’m going to be doing. I don’t have to worry about reinventing the wheel every month. It doesn’t make any difference if you do condos, luxury homes, or horse properties. This is the most powerful marketing tool anywhere.” -- Andy G., Phoenix, AZ

[ServiceForLife.com/download-offer](http://ServiceForLife.com/download-offer), or call (800) 622-2540 and mention NEW87